



SARA SCHNEIDER

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EDUCATION

UNIVERSITY OF MICHIGAN; ANN ARBOR, MI — 09/05-05/09

Bachelor of Arts Degree with double major in English and Arts & Ideas in the Humanities. Specifically, courses in literature, creative writing, public writing, photography, painting, art history, communications, and Spanish.

UNIVERSITY OF BUENOS AIRES; BUENOS AIRES, ARGENTINA — 02/08-07/08

Courses in painting, dance, poetry, and documentary film taught in Spanish.
Advanced Spanish speaker.

SOCIAL MEDIA MAGIC UNIVERSITY; INTERNET — 11/09-12/09

Two month online course in utilizing social media and other e-communications effectively for marketing targeted audiences and increasing search engine optimization. Earned certificate as a *Certified Social Media Strategist.*

EXPERIENCE

OWNER/MEDIA CONSULTANT — 06/10-PRESENT

SARADIPITY MEDIA, ONLINE — WWW.SARADIPITYMEDIA.COM

- Provide marketing assistance to nonprofit organizations/companies looking to better brand and raise awareness about their causes/products through effective social media usage, electronic communications, and quality print materials.
- Increase traffic in online communities from zero to hundreds, and even thousands of fans, followers, and subscribers by crafting meaningful content relevant to my clients' audiences.
- Research current market trends and analyze media statistics to continuously improve the communications being created for my clients.
- Create quality branded marketing materials such as websites, e-newsletters, and print materials.
- Utilize tools such as Adobe Creative Suite, Wordpress, MailChimp, SurveyMonkey, Facebook, Twitter, LinkedIn, Flickr, YouTube, Vimeo, and more to leverage my clients' causes/products.
- *Please see website for a full list of my current and past clients.*

MEMBERSHIP & COMMUNICATIONS COORDINATOR — 08/10-10/11

GRAND RAPIDS COMMUNITY MEDIA CENTER, GRAND RAPIDS, MI — WWW.GRCMC.ORG

- Build positive and informative relationships with members, donors, staff, and patrons to aid in increasing membership and knowledge of our services within the community.
- Organize member and donor database to keep updated records that are easy to utilize for organizational mailings and contact.
- Create and maintain captivating social media content including regular updates, videos, photos, and surveys for multiple Facebook pages, Twitter account, and blog.
- Design and implement newly integrated departmental e-newsletters to engage members and donors while raising the open and click rates to more than 30% above industry averages.
- Attend historic Wealthy Theatre events to promote membership registration, inform interested audiences, and assist with efforts to raise \$500,000 as part of their Centennial Campaign.
- Develop and present basic internet literacy training sessions to low income residents at community locations to help close the digital divide existing within the lower income sector.

SPECIAL EVENTS/MARKETING COORDINATOR (AMERICORPS VISTA) — 08/09-08/10

BOYS & GIRLS CLUBS, GRAND RAPIDS, MI — WWW.BGCGRANDRAPID.ORG

- Organized, facilitated, and marketed fundraising special events such as the 1st Annual Steak & Burger Dinner in 2009, which raised \$60,000 for the development of the Clubs and youth.
- Designed and drafted marketing materials, press releases, news articles, and donor newsletters to raise awareness of our mission and recruit volunteers, donors, and new youth Club Members.
- Strengthened and managed databases for volunteers, donors, and other important personal affiliated with the Clubs.
- Created and maintained engaging content for multiple social media forms such as Facebook, Twitter, and LinkedIn resulting in a total of over 1,000 supporters on these media forms combined.
- Enhanced organization's website by securing \$8,000 grant, researching design companies, working with Grand Rapids Community Media Center to build final website, and updating/managing dynamic and static content.
- Lead marketing and special event planning efforts through the absence of an Executive Director and direct supervisor (03/10-08/10) and oversaw all administrative interns.

PROGRAM/COMMUNICATIONS ASSISTANT — 09/06-08/09

COMMUNITY ACTION NETWORK, ANN ARBOR, MI — WWW.HVCN.ORG

- Scheduled and managed daily after school activities at Hikone Community Center such as tutoring, art classes, dance classes, fitness classes, and writing workshops for low-income youth.
- Collected interviews from residents, scripted articles, and gathered photographs for biannual newsletter to donors and volunteers helping to ensure financial support for the low-income community, which resulted in the donation of two new playgrounds in 2008.
- Interacted one-on-one with residents and their families to help find employment, register for state and federally-funded aid programs, and overall act as a support system and mentor helping over 20 youth and adults to find proper training and employment.

DAILY ARTS WRITER — 08/08-05/09

MICHIGAN DAILY NEWSPAPER, ANN ARBOR, MI — WWW.MICHIGANDAILY.COM

- Covered local arts events/artists to create thought-provoking articles read by the Ann Arbor community for the award-winning student-run newspaper, *The Michigan Daily*.
- Conducted weekly meetings with other arts writers to brainstorm and plan daily print and online content including videos, photographs, and music.
- Formed strong collaborations and connections with the local arts scene to ensure coverage of upcoming popular events as well as discovering the underground events to help drive audiences to participate in something new and unknown.

COMMUNITY INVOLVEMENT

BOARD SECRETARY, STREET YOGA, WWW.STREETYOGA.ORG — 06/12-PRESENT

Modern dance collaborative producing two annual concerts including live musicians as well as continuous participation in ArtPrize, Grand Rapids' three-week art extravaganza.

DANCER, DANCE IN THE ANNEX, WWW.DANCEINTHEANNEX.COM — 08/09-10/11

Modern dance collaborative producing two annual concerts including live musicians as well as continuous participation in ArtPrize, Grand Rapids' three-week art extravaganza.

BOARD MEMBER, ARTPEERS, WWW.ARTPEERS.ORG — 12/09-10/11

Nonprofit seeking to support the local arts by providing an online directory of local artists, hosting arts events and lectures, and researching reduced-rate healthcare for members.

ADDITIONAL SKILLS

Microsoft Office and Adobe Creative Suite proficient, Snowboarder, Rock Climber, Photographer, Painter, Dance Instructor, and Certified RussaYog® Yoga Instructor.

CURRENT ONLINE MARKETING WORK SAMPLES

BOYS & GIRLS CLUBS OF GRAND RAPIDS YOUTH COMMONWEALTH

Website: www.bgcgrandrapids.org (Create and manage all content, secured grant to build website.)

Facebook: www.fb.com/bgcgrandrapids AND www.fb.com/campomalley

Twitter: www.twitter.com/bgcgrandrapids

E-Newsletters: www.bgcgrandrapids.org/newsletters

Articles: www.therapidian.org/users/bgc-grand-rapids

Graphic Design work samples available upon request.

HORROCKS MARKET

Facebook: www.fb.com/horrocksmarket

E-Newsletter: www.horrocksmarket.com/weekly-specials

Photography work samples available upon request.

RUSSAYOG YOGA STUDIOS

Website: www.russayog.com (Built website and manage all content.)

Facebook: www.fb.com/russayogaa

Graphic Design work samples available upon request.

FOXY'S FITNESS FASHIONS

Website: www.foxysfitnessfashions.com (Built and manage all content.)

Facebook: www.fb.com/foxysfitnessfashions

Graphic Design work and e-newsletter samples available upon request.

NOTOGROUP

Website: www.notogroup.com (Create and manage all content.)

Facebook: www.fb.com/notogroup

Graphic Design work and e-newsletter samples available upon request.

PERSONAL

Website: www.saradipitymedia.com

Facebook: www.fb.com/saradipitymedia

Twitter: www.twitter.com/saradipitymedia

LinkedIn: www.linkedin.com/in/saradipity

Journalism: www.therapidian.org/users/saradipity AND

www.michigandaily.com/search/apachesolr_search/sara%252Bschneider

PLEASE VISIT MY WEBSITE FOR A FULL LIST OF PAST AND CURRENT CLIENTS.